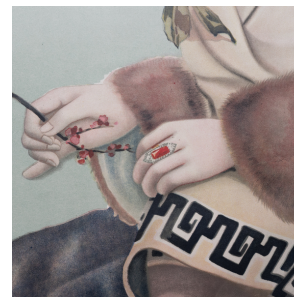


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# PAGODA RED

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## VINTAGE ADVERTISEMENT POSTER

**\$980**

c. 1930 • Shanghai, China • Paper • Collection #POS05

W: 20.25" H: 30.75"

This commercial advertisement poster from 1930s Shanghai melds the meticulous detail of traditional Chinese painting with the craft of color lithography. Large companies often presented posters such as this to their clients to commemorate the Chinese New Year. This poster depicts a young woman luxuriously dressed in a western-style fur-trimmed coat over a traditional qipao, while holding a winter berry branch, a metaphor for eternal beauty. The poster shows the rising influence of Western advertising during the economic boom of early 20th century Shanghai. During this time, the western Art Deco movement brought greatly influenced local fashion, art, and architecture. Continued...



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## VINTAGE ADVERTISEMENT POSTER

Today, this type of poster is prized by collectors and preserved in museum collections for its artistry and its unique glimpse of the past.

Minor water damage and creasing.



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